

# TvSCAN

Stephanie Kohlbauer - 11/1/12 11:11 AM

Petry - Amy

## Broadcast Order/Confirmation

Albuquerque-Santa FE - MAYNOV Nielsen

### Qualitative Criteria: Release 1 2012 Apr11-Mar12 SCARBOROUGH

Political party affiliation is Independent, Independent, but feel close Democrt or Independent, but feel close Republic and registered to vote in district of residence and always vote in presidential elections

Jug  
11/1/12

Buyer	Stephanie Kohlbauer	Order Number	109
Client	American Future Fund	Campaign	EST. 109
		Flight	Flight 1 11/02/12-11/06/12
Station	KASA	Agency	Mentzer Media Services Inc
Address		Address	600 Fairmount Avenue Suite 306 Towson MD 21286

219029 Q= 219022

### KASA-FOX

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
NEWS 13 ON FOX 2													
Fri 9:00p- 9:30p	2 \$2,200	Nov02-Nov02	:30	1	--	--	--	--	1	--	--	5	\$440.00
NEWS 13 ON FOX 2													
Fri 9:30p-10:00p	3 \$800	Nov02-Nov02	:30	2	--	--	--	--	2	--	--	5	\$160.00
FRINGE													
Fri 8:00p- 9:00p	1 \$2,000	Nov02-Nov02	:30	1	--	--	--	--	1	--	--	3	\$666.67
COLLEGE FOOTBALL													
Sat 6:00p- 9:00p	3 \$400	Nov03-Nov03	:30	2	--	--	--	--	--	2	--	2*	\$200.00
NEWS 13													
Sat 9:00p- 9:30p	3 \$700	Nov03-Nov03	:30	2	--	--	--	--	--	2	--	4	\$175.00
NEWS 13													
Sat 9:30p-10:00p	3 \$650	Nov03-Nov03	:30	2	--	--	--	--	--	2	--	4	\$162.50
FOX NEWS SUNDAY													
Sun 8:00a- 9:00a	2 \$450	Nov04-Nov04	:30	1	--	--	--	--	--	--	1	0*	
NFL ARZ @ GB 11/4													
Sun 11:00a- 2:00p	2 \$5,000	Nov04-Nov04	:30	1	--	--	--	--	--	--	1	2*	\$2,500.00
NEWS 13													
Sun 9:00p- 9:30p	2 \$2,200	Nov04-Nov04	:30	1	--	--	--	--	--	--	1	6	\$366.67
NEWS 13													
Sun 9:30p-10:00p	3 \$700	Nov04-Nov04	:30	2	--	--	--	--	--	--	2	5	\$140.00
NEWS 13 ON FOX 2													
Mo-Tu 9:00p- 9:30p	2 \$2,200	Nov05-Nov06	:30	1	1	--	--	--	--	--	--	5	\$440.00

\* - Denotes estimated item(s).

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**TAPSCAN**  
Software Suite

Stephanie Kohlbauer - 11/1/12 11:11 AM

Albuquerque-Santa FE - MAYNOV Nielsen

KASA-FOX														QAJ P 35+		
Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP			
NEWS 13 ON FOX 2																
Mo-Tu 9:30p-10:00p	\$800	Nov05-Nov06	:30	2	1	1	--	--	--	--	--	5	\$160.00			
BONES																
Mon 7:00p- 8:00p	\$2,000	Nov05-Nov05	:30	1	1	--	--	--	--	--	--	5	\$400.00			
KASA Totals		\$24,150			19		Reach / Frequency						76	\$317.76		
													35.4	2.1		
Monthly	Nov 2012															
Gross Cost	\$24,150.00															

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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**TAPSCAN**  
 Software Suite

# Spot Manager: All,

Order	Alt Order	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/American Future Fund									
Agency: Mentzer Media Services									
Line: 1									
Time Period: 9p-930p									
219029		109	11/02/12	:30	P2	9:16:57 PM EST 109	AFF1223		\$2,200.00
									\$2,200.00
									\$2,200.00
Line: 2									
Time Period: 930p-10p									
219029		109	11/02/12	:30	P3	9:38:26 PM EST 109	AFF1223		\$800.00
219029		109	11/02/12	:30	P3	9:56:50 PM EST 109	AFF1223		\$800.00
									\$1,600.00
									\$1,600.00
Line: 3									
Time Period: 8p-9p									
219029		109	11/02/12	:30	P1	8:14:35 PM EST 109	AFF1223		\$2,000.00
									\$2,000.00
									\$2,000.00
Line: 4									
Time Period: (6:00:00 PM-9:00:00 PM)									
219029		109	11/03/12	:30	P3	7:54:47 PM EST 109	AFF1223		\$400.00
219029		109	11/03/12	:30	P3	6:11:18 PM EST 109	AFF1223		\$400.00
									\$800.00
									\$800.00
Line: 5									
Time Period: 9p-930p									
219029		109	11/03/12	:30	P3	9:27:30 PM EST 109	AFF1223		\$700.00
219029		109	11/03/12	:30	P3	9:19:00 PM EST 109	AFF1223		\$700.00
									\$1,400.00
									\$1,400.00
Line: 6									
Time Period: 930p-10p									
219029		109	11/03/12	:30	P3	9:37:11 PM EST 109	AFF1223		\$650.00
219029		109	11/03/12	:30	P3	9:47:42 PM EST 109	AFF1223		\$650.00
									\$1,300.00
									\$1,300.00
Line: 7									
Time Period: 8a-9a									
219029		109	11/04/12	:30	P2	8:18:55 AM EST 109	AFF1223		\$450.00
									\$450.00
									\$450.00
Line: 8									
Time Period: (11:00:00 AM-2:00:00 PM)									
219029		109	11/04/12	:30	P2	1:00:22 PM EST 109	AFF1223		\$5,000.00
									\$5,000.00
									\$5,000.00
Line: 9									
Time Period: 9p-930p									
219029		109	11/04/12	:30	P2	9:17:50 PM EST 109	AFF1223		\$2,200.00
									\$2,200.00
									\$2,200.00
Line: 10									
Time Period: 930p-10p									
219029		109	11/04/12	:30	P3	9:57:50 PM EST 109	AFF1223		\$700.00
219029		109	11/04/12	:30	P3	9:37:56 PM EST 109	AFF1223		\$700.00
									\$1,400.00

[Sorted by: Line]

# Spot Manager: All,

Order	Alt Order	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/American Future Fund

Agency: Mentzer Media Services

Line: 10

\$1,400.00

Line: 11

Time Period: 9p-930p

219029	109	11/05/12	:30	P2	9:16:12 PM EST 109	AFF1223	\$2,200.00
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\$2,200.00

\$2,200.00

Line: 12

Time Period: 930p-10p

219029	109	11/05/12	:30	P3	9:57:50 PM EST 109	AFF1223	\$800.00
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219029	109	11/05/12	:30	P3	9:36:56 PM EST 109	AFF1223	\$800.00
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\$1,600.00

\$1,600.00

Line: 13

Time Period: 7p-8p

219029	109	11/05/12	:30	P2	7:19:30 PM EST 109	AFF1223	\$2,000.00
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\$2,000.00

\$2,000.00

\$24,150.00

\$24,150.00

\$24,150.00

\$24,150.00

[Sorted by: Line]

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Lauren A. Schumacher  
do hereby request station time concerning the following issue:

American Future Fund
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

<b>Total Charges:</b> \$      GROSS
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This broadcast time will be used by: American Future Fund

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

AMERICAN FUTURE FUND

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

1-23-12                      Sandy Brenner                      515-720-5250  
Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                                      Printed Name                                      Title



Client Information Request Form  
Issue

Advertiser Group Name: American Future Fund

Address: 4225 Fleur Drive, #142

City, State & Zip Code: Des Moines, Iowa 50312

Phone: 515-720-5250

Fax: \_\_\_\_\_

Executive Director or  
President Sandy Greiner

Group Treasurer Barb Smeltzer